<center>IN THE CLAIMS</center>

Please amend the following claims which are pending in the present application:

1.   (Withdrawn) A method, comprising:

receiving a user-input search string from a node;

determining an attribute of the user;

determining if there is an advertisement associated with the search string and attribute combination;

performing a search based on the search string using a search engine; and

causing the advertisement to be displayed together with a result of the search on a display associated with the node.

2.   (Withdrawn) The method of claim 1, wherein the attribute of the user is selected from the group consisting of the age, gender, income, and location of the user.

3.   (Withdrawn) The method of claim 2, wherein the location comprises a geographic location of the node.

4.   (Withdrawn) The method of claim 2, wherein the location comprises a network address of the node.

5.   (Withdrawn) The method of claim 3, wherein determining the location comprises prompting the user for input of a location indicator for the node.

6.   (Withdrawn) The method of claim 5, wherein the location indicator is selected from the group consisting of a postal code, a network address, a state, and a city.

7.   (Withdrawn) The method of claim 4, wherein determining the location comprises mapping the network address of the node to a physical location.

8.   (Withdrawn) The method of claim 1, wherein causing the advertisement to be displayed comprises composing the search result and the advertisement into a single feed; and sending the feed to the node for display by a browser.

9.   (Currently Amended) A method, comprising:

~~receiving a search string input by a user;~~

causing a bidding interface to be displayed <u>to at least two bidders</u> on at least one display <u>per bidder</u>, the bidding interface comprising functionality to allow a bidder to bid for a search string and user attribute combination, wherein <u>the search string is input by a user, and</u> the user attribute is an attribute of the user who input the search string;

receiving at least one bid <u>from each of the at least two bidders</u> for the search string and user attribute combination <u>via the bidding interface, wherein each bid is correlated with an advertisement</u>;

determining a <u>winning bid from the received bids of the at least two bidders</u> ~~winner of the at least one bid~~; ~~and~~

associating ~~an~~ <u>the</u> advertisement <u>correlated with the winning bid</u> ~~for the winner~~ with the search string and user attribute combination<u>:</u>

<u>receiving the search string input by a user into the search engine and a user attribute of the user, wherein the received search string and user attribute match the search string and user attribute combination;</u>

<u>generating at least one search result in response to the input search string; and</u>

<u>displaying</u> ~~so that when the search string and user attribute combination is input by a user into a search engine,~~ the advertisement <u>correlated with the winning</u> bid ~~is displayed~~ together with [[a]] <u>the at least one search</u> result ~~of the search~~ <u>to the user who input the search string via a</u> ~~on the~~ display.

10.   (Original) The method of claim 9, wherein determining the winning bid is based on a monetary amount of the bid.

11.   (Currently Amended) The method of claim 9, wherein the bidding interface displays at least some of the bids that have been received <u>from a plurality of bidders</u> for the search string and user attribute combination.

12. (Previously Presented) The method of claim 9, wherein the user attribute comprises a location in the form of a geographic location of the user.

13. (Previously Presented) The method of claim 9, wherein the user attribute comprises a location in the form of a network address of a computer of the user.

14. (Withdrawn) A computer readable medium, having stored thereon a sequence of instructions which when executed by a processor, cause the processor to perform a method comprising:

   receiving a user-input search string from a node;

   determining an attribute of the user;

   determining if there is an advertisement associated with the search string and attribute combination;

   performing a search based on the search string using a search engine; and

   causing the advertisement to be displayed together with a result of the search on a display associated with the node.

15. (Withdrawn) The computer readable medium of claim 14, wherein the attribute of the user is selected from the group consisting of the age, gender, income, and location of the user.

16. (Withdrawn) The computer readable medium of claim 15, wherein the location comprises a geographic location of the node.

17. (Withdrawn) The computer readable medium of claim 15, wherein the location comprises a network address of the node.

18. (Withdrawn) The computer readable medium of claim 16, wherein determining the location comprises prompting the user for input of a location indicator for the node.

19.   (Withdrawn) The computer readable medium of claim 18, wherein the location indicator is selected from the group consisting of a postal code, a network address, a state, and a city.

20.   (Withdrawn) The computer readable medium of claim 17, wherein determining the location comprises mapping the network address of the node to a physical location.

21.   (Withdrawn) The computer readable medium of claim 14, wherein causing the advertisement to be displayed comprises composing the search result in the advertisement into a single feed; and sending the feed to the node for display by a browser.

22.   (Currently Amended) A computer readable medium, having stored thereon a sequence of instructions which when executed by a processor, cause the processor to perform a method comprising:

~~receiving a search string input by a user~~;

causing a bidding interface to be displayed to at least two bidders on at least one display per bidder, the bidding interface comprising functionality to allow a bidder to bid for a search string and user attribute combination, wherein the search string is input by a user, and the user attribute is an attribute of the user who input the search string;

receiving at least one bid from each of the at least two bidders for the search string and user attribute combination via the bidding interface, wherein each bid is correlated with an advertisement;

determining a winning bid from the received bids of the at least two bidders ~~winner of the at least one bid~~; ~~and~~

associating ~~an~~ the advertisement correlated with the winning bid ~~for the winner~~ with the search string and user attribute combination:

receiving the search string input by a user into the search engine and a user attribute of the user, wherein the received search string and user attribute match the search string and user attribute combination;

generating at least one search result in response to the input search string; and

displaying ~~so that when the search string and user attribute combination is input by a user into a search engine,~~ the advertisement <u>correlated with the winning</u> bid ~~is displayed~~ together with [[a]] <u>the at least one search</u> result ~~of the search~~ <u>to the user who input the search string via a</u> ~~on the~~ display.

23.   (Original) The computer readable medium of claim 22, wherein determining the winning bid is based on the monetary amount of the bid.

24.   (Currently Amended) The computer readable medium of claim 22, wherein the bidding interface displays at least some of the bids that have been received <u>from a plurality of bidders</u> for the search string and user attribute combination.

25.   (Previously Presented) The computer readable medium of claim 22, wherein the user attribute comprises a location in the form of a geographic location of the user.

26.   (Previously Presented) The computer readable medium of claim 22, wherein the user attribute comprises a location in the form of a network address of a computer of the user.

27.   (Withdrawn) A system, comprising:
        a processor;
        a memory coupled to the processor, the memory storing instructions which when executed by the processor, cause the system to perform a method comprising:
        receiving a user-input search string from a node;
        determining an attribute of the user;
        determining if there is an advertisement associated with the search string and attribute combination;
        performing a search based on the search string using a search engine; and
        causing the advertisement to be displayed together with a result of the search on a display associated with the node.

28.   (Withdrawn) The system of claim 27, wherein the attribute of the user is selected from the group consisting of age, gender, income, and location of the user.

29.   (Withdrawn) The system of claim 28, wherein the location comprises a geographic location of the node.

30.   (Withdrawn) The system of claim 28, wherein the location comprises a network address of the node.

31.   (Withdrawn) The system of claim 29, wherein determining the location comprises prompting the user for input of a location indicator for the node.

32.   (Withdrawn) The system of claim 31, wherein the location indicator is selected from the group consisting of a postal code, a network address, a state, and a city.

33.   (Withdrawn) The system of claim 30, wherein determining the location comprises mapping the network address of the node to a physical location.

34.   (Withdrawn) The system of claim 27, wherein causing the advertisement to the display comprises composing the search results and the advertisement into a single feed; and sending the feed to the node for display by a browser.

35.   (Currently Amended) A system, comprising:
        a processor;
        a memory coupled to the processor, the memory storing instructions which when executed by the processor, cause the system to perform a method comprising:
        ~~receiving a search string input by a user;~~
        causing a bidding interface to be displayed <u>to at least two bidders</u> on at least one display <u>per bidder</u>, the bidding interface comprising functionality to allow a bidder to bid for a search string and user attribute combination, wherein <u>the search string is input by a user, and</u> the user attribute is an attribute of the user who input the search string;

receiving at least one bid <u>from each of the at least two bidders</u> for the search string and user attribute combination <u>via the bidding interface, wherein each bid is correlated with an advertisement</u>;

determining a <u>winning bid from the received bids of the at least two bidders</u> <s>winner of the at least one bid</s>; <s>and</s>

associating <s>an</s> <u>the</u> advertisement <u>correlated with the winning bid</u> <s>for the winner</s> with the search string and user attribute combination<u>;</u>

<u>receiving the search string input by a user into the search engine and a user attribute of the user, wherein the received search string and user attribute match the search string and user attribute combination;</u>

<u>generating at least one search result in response to the input search string; and</u>

<u>displaying</u> <s>so that when the search string and user attribute combination is input by a user into a search engine,</s> the advertisement <u>correlated with the winning</u> bid <s>is displayed</s> together with [[a]] <u>the at least one search</u> result <s>of the search</s> <u>to the user who input the search string via a</u> <s>on the</s> display.

36.   (Original) The system of claim 35, wherein determining a winning bid is based on a monetary amount of the bid.

37.   (Currently Amended) The system of claim 35, wherein the bidding interface displays at least some of the bids that have been received <u>from a plurality of bidders</u> for the search string and user attribute combination.

38.   (Previously Presented) The system of claim 35, wherein the user attribute comprises a location in the form of a geographic location of the user.

39.   (Previously Presented) The system of claim 35, wherein the user attribute comprises a location in the form of a network address of a computer of the user.